

Williamsburg Players, Inc. Policy and Procedures Manual

Title: Publicity, To Promote Productions and Shows		Number:
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Date	Change Summary	
6/16/98	Initial inclusion in P&P Manual	

(Note, policies are statements or rules, procedures are methods or courses of action.)

1. Objectives or Purpose:

This policy is to establish a uniform understanding regarding publicity done by the Players board, Producers, and Directors for shows and performances. This policy does not specifically address publicity done by the board for the season or the Williamsburg Players organization.

2. Policies or Procedures:

- A. The Vice-President of Publicity will be responsible for issuing all press releases, audition notices, paid advertising, and any other miscellaneous advertising that may be required or requested during the season.
- B. The Williamsburg Players will not include specific funds for publicity in the budget established for each show. The corporate or annual budget will include provisions for publicity regarding the entire season, special events, press releases, audition notices, paid advertising, and any other miscellaneous publicity. Any special or focused show publicity will be at the discretion of the Producer and to be paid for from the show budget.
- C. The VP of Publicity is responsible for the development, publicity, and distribution of the season brochure in concert with the person responsible for the Annual Season Subscription drive and VP Season Development. The VP of Publicity is also responsible for the newsletter, "the Stage Write".

3. Associated Policies:

- A. Newsletter Policy